



Fernando Valdés appointed CEO of Campofrío Food Group

- **Effective 2 January, 2014**
- **Appointment underpins support for existing management team**

Madrid, 30 December 2013. Campofrío Food Group (CFG), one of the largest companies in the processed meat sector, has, at its Board Meeting held today, appointed Fernando Valdés as CEO, following the recommendation of the group's Chairman. The appointment will take effect 2 January 2014.

"I am thrilled to announce this appointment. Fernando has an extensive and successful career in the consumer goods industry and his accomplishments at CFG are significant. This appointment demonstrates clearly support for the existing management team. Fernando's extensive experience and track-record is a guarantee as he heads up our Company, which, without a doubt, will help to address successfully the challenges and opportunities going forward." Commented Pedro Ballvé, Chairman, CFG.

Fernando Valdés, with a degree in Chemistry, has extensive experience in the consumer goods industry in companies such as Unilever, where he was General Manager of Elida Gibbs and later of Home Care & Personal Care. In 2005 he joined Campofrío España as General Manager to later become the Chief Executive Officer for Spain and Portugal. In 2012 he was appointed President of Markets of the group.

Robert Sharpe, CEO of Campofrío Food Group from 2009, will remain as a member of the Board of Directors of CFG.

About Campofrío Food Group

One of the largest companies in the processed meat sector, Campofrío is the industry standard in many ways, as they possess in-depth knowledge of their customers and consumers, which allows them to generate growth opportunities in all markets. Campofrío offers a variety of consumer products that include dry sausage, dry ham, poultry, cooked ham, hot dogs, pizzas, pâtés, meal components, sandwich spreads, ready meals and fresh and semi-fresh meat. They are present in Europe and America through eight business units based in France, Spain, Germany, Italy, Belgium, Portugal, the Netherlands, US and a joint venture with Caroli Foods in Romania. Because of this significant presence they are able to extend penetration to all 27 EU members and respond to growth opportunities in other markets. For more information on Campofrío Food Group, please visit www.campofriofoodgroup.com.

Press enquiries for Campofrío Food Group

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